

JAN 19 2007

A BILL FOR AN ACT

RELATING TO TIME SHARING PLANS.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. The legislature finds that online
2 advertisements of transient vacation rentals do not include
3 sufficient information for consumers to properly evaluate the
4 legitimacy of the offerings for accommodations. The legislature
5 finds that some online advertisements cloak the identity of the
6 owner, which makes the advertisement virtually anonymous.
7 Consumers need to have the ability to intelligently evaluate
8 vacation rental offers in order to make an informed decision
9 when purchasing vacation rental accommodations.

10 The purpose of this Act is to require online advertisements
11 of transient vacation rentals to include sufficient information
12 to adequately evaluate the offerings.

13 SECTION 2. Chapter 514E, Hawaii Revised Statutes, is
14 amended by adding a new section to be appropriately designated
15 and to read as follows:



1 "§514E- Online advertising; requirements. An online
2 advertisement over the Internet, as defined in section 231-8.6,
3 for transient vacation rentals shall contain:

4 (1) The name, address, and telephone number of the sales
5 agent;

6 (2) Identifying information of the developer, acquisition
7 agent, plan manager, or exchange agent, as provided
8 under section 514E-10, including but not limited to
9 the name, phone number, and address of a local contact
10 agent who resides in this State; and

11 (3) Such other information, as provided in rules adopted
12 by the director, to enable consumers to properly
13 evaluate the legitimacy of an online advertisement."

14 SECTION 3. New statutory material is underscored.

15 SECTION 4. This Act shall take effect upon its approval.

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Report Title:

Time Sharing Plans

Description:

Requires online advertising of transient vacation rentals to include local contact information.

